

## WHAT IS CLAIMED IS:

1. A process for transferring a photo image to a medium comprising the steps of:

- 5        converting a photo image into an electronic format;
- editing said photo image via a first electronic editor;
- converting said photo image via a second electronic editor  
into a format compatible with a computer aided laser system;
- importing said photo image into a third electronic editor to  
10      create a desired cut line; and
- etching said photo image to a medium via said computer aided  
laser system.

2. The process of claim 1, wherein said medium is a wood.

3. The process of claim 2, wherein said wood is in the  
15      form of a picture frame.

4. The process of claim 3, wherein said picture frame has  
a protruding portion on which the photo image is etched.

5. The process of claim 4, wherein said protruding portion  
overlaps at least a portion of the photograph display area  
20      associated with said picture frame.

6. The process of claim 1, wherein said photo image is  
converted into electronic format by scanning said photo image

into a computer.

7. The process of claim 1, wherein said first electronic editor enables a user to adjust the contrast, brightness and/or intensity of said photo image as appropriate to improve the quality thereof.

8. The process of claim 1, wherein during said editing step said photo image is converted into an 8-bit grayscale.

9. The process of claim 8, wherein said second electronic editor converts said grayscale to a format compatible with said computer aided laser system.

10. The process of claim 1, wherein said third electronic editor enables a user to add text to said photo image.

11. The process of claim 1, wherein said cut line coincides with features reflected in said photo image.

12. A process for etching a medium comprising the steps of:

providing a computer aided laser system;

converting a photo image into an electronic format compatible with said computer aided laser system;

modifying said photo image via image editing software to obtain a desired effect; and

writing said photo image to a medium via said computer aided laser system.

13. The process of claim 12, wherein said medium is a wood.

14. The process of claim 13, wherein said wood is in the form of a picture frame.

15. The process of claim 14, wherein said picture frame has  
5 a protruding portion on which the photo image is etched.

16. The process of claim 15, wherein said protruding portion overlaps at least a portion of the photograph display area associated with said picture frame.

17. The process of claim 12, wherein said third electronic  
10 editor enables a user to add text to said photo image.

18. The process of claim 12, wherein said step of modifying said photo image includes creating a cut line that coincides with one or more features reflected in said photo image.

19. A picture frame, comprising:

15 an outer border having one or more elements forming a picture display area, said outer border surrounding said picture display area; and

an protruding portion associated with one or more of said elements of said outer border, said protruding portion  
20 overlapping at least a portion of said picture display area,

wherein said protruding portion has an image etched thereon via the method of claim 12, said image being substantially similar to the picture in said picture display area.

20. The picture frame of claim 19, wherein said etched image is personalized to the preferences of a consumer.

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